Build It and They Will Come: The Mary Livermore Library Experience Making Recreational Collections Matter
Anime, Manga, Graphic Novels & Bestsellers

JUNE POWER,
ACCESS SERVICES/REFERENCE LIBRARIAN
UNC Pembroke and Mary Livermore Library

- Part of the UNC System
- Founded in 1887 as the Croatan Normal School to educate American Indian teachers
- Traditionally Native American
- Rural campus
- 6,222 FTE
  - Undergraduate: 5,429
  - Graduate: 793
- 318 full time faculty
Graphic Novels
For more titles check in
General Collection
Call Number area
PN 6700—PN 6790
NYT Bestsellers

- The first break out collection in the library
- Has its own location code
- Status maintained by Technical Services
- Shelved by author
- Marketing to increase circulation
- Circulation limits
History of the Manga/Anime Collection

Originally begun as a grant to acquire “100 Books for Understanding Contemporary Japan” from The Nippon Foundation to bolster a new Asian Studies Program at The University of North Carolina at Pembroke. Dr. Annika A. Culver, a former member of the History Department faculty, successfully applied for the grant in 2009, valued at nearly $5,000.
Expansion of Manga/Anime Collection

• Working closely with students the original grant expanded to include more anime/manga

• Library faculty have served as advisors of Genshiken Anime/Manga Club

• Original library Manga Explosion event is now an annual campus Con

• Collection development extended to all varieties of graphic novels/comics
Highlighting and Maintaining the Collection

New Items Display

Increased Space in Stacks

Anime Labeling
Trending Upward

Increasing Circulation of Popular Items

- Number of Circulations of Graphic Novels/Manga
- Number of Circulations of Anime
- Number of Circulations of Bestsellers
Comics in Libraries?!?

“Sales grew a remarkable 350% from $60 million in 2002 to $210 million in 2007 and did not begin to decline until the beginning of the recent economic downturn beginning in late 2008.” – Brienza, 2009

“Manga accounted for two-thirds of the U.S. graphic novel market.” – Goldstein and Phelan 2009

Supply and demand – meeting the needs of the patrons

What about the kids? – censorship issues with manga/anime and graphic novels/comics

“Graphic novels are increasingly used as instructional resources, and they play an important role in supporting the recreational reading mission of academic libraries.” – O’English et al 2006
References


DVDs: Entertaining & Educational

DAVID YOUNG, CATALOG LIBRARIAN
DVD collection development begins at the Library entrance.
Requests are processed quickly.

New items often have holds placed before they have arrived.
Browsability
Organization & Shelving

ENTERTAINMENT MEDIA

- Receive LC call number starting with PN
- Arranged by genre on the shelves
- Feature films and TV Series

CURRICULAR

- Shelved by LC Call Numbers
- Faculty requested
Entertainment DVD Genres

- Action/Adventure
- Anime
- Biography
- Children’s
- Comedy
- Curricular Support
- Drama
- Foreign Films
- Horror
- Musicals
- Mystery
- Sci-Fi/Fantasy
- Silent Films
- Suspense
- War
- Westerns
User-Friendly Circulation Policy

- Three DVDs
- One Week
- Ten-Day Grace Period
<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Media Items</th>
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<tbody>
<tr>
<td>FY 2003</td>
<td>437</td>
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<td>FY 2004</td>
<td>717</td>
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<td>FY 2005</td>
<td>449</td>
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<td>836</td>
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<td>FY 2007</td>
<td>1,678</td>
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<td>FY 2008</td>
<td>1,355</td>
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<td>FY 2009</td>
<td>1,904</td>
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<td>FY 2010</td>
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<td>FY 2011</td>
<td>4,153</td>
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<td>FY 2012</td>
<td>1,932</td>
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<tr>
<td>FY 2013</td>
<td>1,752</td>
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<tr>
<td>FY 2014</td>
<td>1,548</td>
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<td>FY 2015</td>
<td>1,240</td>
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Media Holdings by Fiscal Year

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<td>18,507</td>
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<tr>
<td>FY 2015</td>
<td>19,747</td>
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# History of the Collection

<table>
<thead>
<tr>
<th>ORIGINS</th>
<th>TODAY</th>
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<tr>
<td><strong>FY 2003:</strong></td>
<td><strong>FY 2015:</strong></td>
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<tr>
<td>271 items</td>
<td>1,202 new items</td>
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<tr>
<td>507 checkouts</td>
<td>21,131 checkouts</td>
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A collection of videos and DVDs were donated by the SGA.
Media Circulation

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Media Circulations</th>
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<td>FY 2003</td>
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<td>FY 2004</td>
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<td>FY 2005</td>
<td>4,916</td>
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<td>9,576</td>
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<td>18,865</td>
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<td>FY 2008</td>
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<td>FY 2009</td>
<td>26,657</td>
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<td>FY 2010</td>
<td>29,441</td>
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<td>36,221</td>
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<td>29,391</td>
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<td>FY 2013</td>
<td>35,824</td>
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<tr>
<td>FY 2014</td>
<td>27,745</td>
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<td>FY 2015</td>
<td>21,131</td>
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Circulation Comparison

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<th>FY 2003</th>
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<tbody>
<tr>
<td>Media</td>
<td>507</td>
<td>21,131</td>
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<tr>
<td>Monographs</td>
<td>24,916</td>
<td>13,954</td>
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Top 20 Circulating DVDs

- 20. The Return
- 19. A Beautiful Mind
- 18. Hotel Rwanda
- 17. Rent
- 16. The Longest Yard
- 15. The Hedge
- 14. Shark Tale
- 13. Hitch
- 12. Mulan II
- 11. Pulse
- 10. The Hills Have Eyes
- 09. Shrek 2
- 08. Monty Python and the Holy Grail
- 07. Shrek
- 06. Date Movie
- 05. S.W.A.T.
- 04. Anger Management
- 03. The Descent
- 02. Cruel Intentions
Top Circulating DVD

200 Circulations

Since 2005
Most Recent Update

UNCP students who purchase a $5.00 *Friends of the Library* membership may check out five DVDs at a time.
Young Adult Novels in Academic Libraries

CLAIRE CLEMENS, INSTRUCTIONAL SERVICES LIBRARIAN
JUVENILE COLLECTION BACKGROUND
Pre-K – Grade 12
YOUNG ADULT BOOK AWARDS

- The Michael L. Printz Award for Excellence in Young Adult Literature
- Best Fiction for Young Adults
- Alex Awards (Adult books that will appeal to teen readers)
- Great Graphic Novels for Teens
- The William C. Morris YA Debut Award
- YALSA Award for Excellence in Nonfiction for Young Adults (2010)
Highest Circulating Young Adult Fiction
Past Year
YA Books Set in College

College Freshman Experience

Fangirl by Rainbow Rowell
The Ivy by Lauren Kunze
Psych Major Syndrome by Lauren Kunze and Rina Onur
“New Adult” became an official category in 2013, when it received its own Book Industry Standards and Communications Code.

The Globe and Mail defines New Adult as “a new and growing genre of literature aimed at primarily female readers between 18 and 25” featuring “mainly university or college-aged protagonists dealing with early twenties life, in particular romance and sexual relationships.”

Those who read books for pleasure are more likely to vote, participate in volunteer work, play sports, attend sporting events, engage in outdoor activities, attend cultural events, visit museums, attain higher levels of education, and work in more financially rewarding jobs.

http://arts.gov/sites/default/files/ToRead.pdf
COLLEGE STUDENTS AND RECREATIONAL READING

- Customer-Driven Collections
- Popular Culture & Everyday Life
- Literacy & Lifelong Learning

Reading Trends and College-Age Students: The Research, the Issues, and the Role of Libraries
Pauline Dewan, Against the Grain  March 27, 2015
Why Your Academic Library Needs a Popular Reading Collection Now More Than Ever
Pauline Dewan, College & Undergraduate Libraries, 17:44–64, 2010
Screen Reading

Students are reading about twice as much material from social media sites as from leisure books.


How has this changed the way they/we read?
Why You Should Read Children’s/YA Lit as a College Student

“In the end, don’t let your age ultimately determine what you read. Whether it is a Children’s, YA, or Adult book, read what you enjoy. You never know, you might learn or relearn a thing or two.”
Role of Academic Libraries

- Barriers to Leisure Reading
- Academic Librarians & Readers’ Advisory
- First Year Experience/Retention

Promotional Tools
- Book review blog (UNCP Library Goodreads Book Club)
- Book swap (Mary Livermore Library Lobby)
- Reading Lists
- Displays
- Browsing Collections (book covers)

Growing Adult Readers: Promoting Leisure Reading in Academic Libraries
Renée Bosman, John Glover & Monique Prince
Urban Library Journal, Spring 2008
Hunger Games 2015 @ UNCP

The Office for Community and Civic Engagement, Office for Student Involvement & Leadership and Residence Hall Association will host its first ever competition!

HUNGER GAMES

Each team will serve as Districts & will be required to donate non-perishable food items to the on-campus food pantry. The District that donates the most items will be entered into the reaping to play in the Hunger Games!

Items accepted for donation:
- Bottled Water
- Canned Soups/sauces
- Beef Jerky
- Canned fruits
- Snacks
- Sereal
- Crackers
- Rice & Beans
- Granola bars
- Pop Tarts
- Beaman pasta
- Multi-grain pasta
- Tuna
- Oatmeal
- Baked Potatoes
- Apple Sauce
- Beans
- Canned Vegetables
- *Perishable items will not be accepted for this competition*

COLLECTION FOR DONATIONS
March 23 - April 10

Donations may be dropped off at the Cane Resource Center at Neville Hall Suite C during operation hours:
Mon - Fri: 8AM - 5PM
Tues & Thurs: 8AM - 7PM

All Campus Residence Halls, Departments, and Organizations are encouraged to participate!

For more information contact:
Jo/Kyle/Mel: jmel683@braveemail.uncp.edu or Dalton/Barker/Ross: mel683@braveemail.uncp.edu 910.521.6661
This publication is available in alternative formats. Please contact Residence Life at residence.life@uncp.edu 910.521.6599
QUESTIONS?